

Figure 2

**Top 50 Markets
All First-Run Programming
On Affiliates in Access, M-F 7:00 - 8:00PM (E.S.T.)**

<u>Distributor</u>	<u>Program</u>	<u># of Runs</u>	<u># of Total</u>	<u>Distributor % of Total</u>	<u>Cumulative % of Total</u>
King World	Wheel of Fortune	48	22.0%	51.8%	51.8%
	Jeopardy	37	17.0%		
	Inside Edition	20	9.2%		
	American Journal	8	3.7%		
Paramount	Entertainment Tonight	44	20.2%	31.7%	83.5%
	Hard Copy	18	8.3%		
	Price is Right	7	3.2%		
Warner Bros.	Extra	17	7.8%	7.8%	91.3%
Fox	Current Affair	16	7.3%	7.3%	98.6%
Genesis	Real Stories Highway	3	1.4%	1.4%	100.0%
	Patrol				
Total		218	100.0%	100.0%	100.0%

Figure 3

Fox Affiliates Top 50 Markets, M-F 10:00-11:00PM (E.S.T.)

<u>Nov. 94</u>	<u>No. of Half Hours</u>	<u>Nov. 88</u>	<u>No. of Half Hours</u>
<u>News</u>	39	<u>News</u>	12
<u>Syndication Checkerboard*</u>	16	<u>Syndicated Movies</u>	34
<u>First-Run Strips</u>		<u>Syndication Checkerboard*</u>	4
Current Affair	2	<u>First- Run Strips</u>	
Extra	2	Morton Downey	6
Hard Copy	1	INN News	3
First-Run Total	5	Geraldo	2
<u>Off Fox Strips</u>		Current Affair	1
Cops	4	On Trial	1
Married w/Children	2	New Twilight Zone	1
Off-Fox Total	6	First-Run Total	14
<u>Off Net Strips</u>		<u>Off Net Strips</u>	
Heat of the Night	6	Simon & Simon	10
Coach	5	Star Trek	4
Cheers	2	Bob Newhart	3
Murphy Brown	1	Honeymooners	3
Rescue 911	1	Perry Mason	2
Fresh Prince	1	St. Elsewhere	2
Dear John	1	Quincy	2
Off Net Total	17	Cannon	2
<u>Off First-Run Strips</u>		Archie Bunker's Place	1
Star Trek TNG	17	Gimmie a Break	1
Off First-Run Total	17	Barney Miller	1
		Taxi	1
		Mary Tyler Moore	1
		Off Net Total	33
		<u>Miscellaneous Strips</u>	
		Benny Hill	3
		Miscellaneous Total	3

* Both first-run and off network programs.

Source: Nielsen Station Index, Nov. 1988, Nov. 1994.

Figure 4

Fox Affiliates Top 50 Markets, M-F Access

Nov. 94 50 markets, 100 half hours		# of Half Hours	Nov. 88 50 markets, 100 half hours		# of Half Hours
<u>Off-Net</u>			<u>Off-Net</u>		
Roseanne		10	Cheers		13
Cheers		7	MASH		11
Fresh Prince		7	Family Ties		10
Coach		6	Newhart		8
Cosby		1	A Team		8
Murphy Brown		1	Star Trek		7
Full House		1	Night Court		5
Off Net Total		33	WKPP in Cincinnati		5
<u>Off-Fox</u>			Facts of Life		4
<u>Independently Produced</u>			Cosby		3
Married w/Children		9	Three's Co.		2
Cops		8	Matt Houston		2
<u>Twentieth Television Produced</u>			Hill Street Blues		2
Simpsons		28	Taxi		2
Off Fox Total		45	Benson		1
<u>First-Run</u>			Kate & Allie		1
Real Stores Highway Patrol		3	Sanford & Son		1
Price is Right		2	Off Net Total		85
Current Affair		2	<u>First-Run</u>		
Extra		2	Current Affair		6
Ent. Tonight		1	National Geographic		2
Hard Copy		1	Family Feud		1
First-Run Total		11	Ent. Tonight		1
<u>Off First-Run</u>			Hollywood Squares		1
Star Trek TNG		8	Gong Show		1
Off First-Run Total		8	First-Run Total		12
<u>Local Programming/News</u>			<u>Off First-Run</u>		
Local Programming/News Total		3	New Leave It to Beaver		1
<u>% of total half hours</u>			Bosom Buddies		1
Off-Net =		33%	Off First-Run Total		2
Off-Fox =		45%	<u>Local Programming/News</u>		
First-Run =		11%	Local Programming/News Total		1
Other =		11%	<u>% of total half hours</u>		
			Off Net =		85%
			First Run =		12%
			Other =		3%

Source: Nielsen Station Index, Nov. 1988, Nov. 1994.

Figure 5**OFF-NETWORK AND OFF-FOX SITCOMS – SYNDICATION FEES 1989-1994**

<u>1989</u>	<u>\$ Per Episode (000)</u>	<u>1990</u>	<u>\$ Per Episode (000)</u>
Growing Pains (21.5/33)	\$ 1,000	Alf (17.7/27)	\$ 1,000
Mr. Belvedere (11.5/19)	\$ 400	Amen (16.0/28)	\$ 700
Who's The Boss (21.2/33)	\$ 2,500	Golden Girls (21.2/37)	\$ 1,500
.	.	Head of the Class (16.7/26)	\$ 1,000
.	.	Perfect Strangers (13.5/24)	\$ 800
.	.	Hogan Family (16.5/25)	\$ 500
.	.	227 (14.6/26)	\$ 600
.	.	.	.
Average	\$ 1,300	Average	\$ 886
<u>1991</u>	<u>\$ Per Episode (000)</u>	<u>1992</u>	<u>\$ Per Episode (000)</u>
Different World (21.1/34)	\$ 400	Dear John (11.4/19)	\$ 500
Full House (15.4/28)	\$ 800	Designing Women (16.7/26)	\$ 600
Married/Child (12.9/20)	\$ 2,400	Murphy Brown (16.9/26)	\$ 850
.	.	Roseanne (18.2/28)	\$ 1,800
.	.	Wonder Years (14.2/23)	\$ 500
.	.	.	.
.	.	.	.
.	.	.	.
Average - All	\$ 1,200	Average	\$ 850
Average - excl. Married (off-net only)	\$ 600		
<u>1993</u>	<u>\$ Per Episode (000)</u>	<u>1994</u>	<u>\$ Per Episode (000)</u>
Coach (17.2/27)	\$ 1,100	Doogie Howser (10.2/16)	\$ 400
Empty Nest (14.3/25)	\$ 900	Fresh Prince (14.6/23)	\$ 750
Family Matters (13.5/24)	\$ 700	Simpsons (12.9/21)	\$ 1,500
.	.	.	.
Average	\$ 900	Average - All	\$ 883
		Average - excl. Simpsons (off-net only)	\$ 575

Figures in parentheses following program title denote Nielsen Television Index, Household Rating/Share two seasons prior to syndication debut, Sept.-April season. Revenue figures reflect adjustments for the value of any barter component and are for the first cycle of syndication.

Source: These figures are estimates based on market research.

Figure 6

1994/95 Season
Station Affiliations in the Top 50 Markets

Rank	Market (DMA)	ABC Affil./Ch.	CBS Affil./Ch.	NBC Affil./Ch.	FBC Affil./Ch.	UPN Affil./Ch.	WB Affil./Ch.	Indie/Ch.	Indie/Ch.
1	New York	WABC/7	WCBS/2	WNBC/4	WNYW/5	WWOR/9	WPIX/11		
2	Los Angeles	KABC/7	KCBS/2	KNBC/4	KTTV/11	KCOP/13	KTLA/5	KCAL/9	
3	Chicago	WLS/7	WBBM/2	WMAQ/5	WFLD/32	WPWR/50	WGN/9	WCIU/26	
4	Philadelphia **	WPVI/6	KYW/3	WCAU/10	WTFX/29	WGBS/57	WPHL/17		
5	San Francisco	KGO/7	KPIX/5	KRON/4	KTVU/2	KBHK/44	KOFY/20	KICU/36	
6	Boston **	WCVB/5	WBZ/4	WHDH/7	WFX/25	WSBK/38	WLVI/56	WAB/68	
7	Washington, D.C.	WJLA/7	WUSA/9	WRC/4	WTTG/5	WDCA/20			
8	Dallas **	WFAA/8	KTVT/11	KXAS/5	KDFW/4	KTXA/21	KXTX/39	KDFI/27	KDAF/33
9	Detroit **	WXYZ/7	WGPR/62	WDIV/4	WJBK/2	WKBD/50	WXON/20		
10	Atlanta **	WSB/2	WGNX/46	WXIA/11	WAGA/5	WVEU/69	WATL/36		
11	Houston	KTRK/13	KHOU/11	KPRC/2	KRIV/26	KTXH/20		KHTV/39	
12	Seattle **	KOMO/4	KSTW/11	KING/5	KCPQ/13	KIRO/7	KTZZ/22		
13	Cleveland **	WEWS/5	WOIO/19	WKYC/3	WJW/8	WUAB/43 *	WUAB/43 *	WBNX/55	
14	Minneapolis	KSTP/5	WCCO/4	KARE/11	WFTC/29	KMSP/9	KLGT/23		
15	Tampa **	WFTS/28	WTSP/10	WFLA/8	WTVT/13	WTOG/44	WTMV/32		
16	Miami	WPLG/10	WCIX/4	WTVJ/6	WSVN/7	WBFS/33	WDZL/39		
17	Pittsburgh	WTAE/4	KDKA/2	WPXI/11	WPGH/53	WPTT/22			
18	Denver **	KMGH/7	KCNC/4	KUSA/9	KDVR/31	KTVB/20	KWGN/2		
19	Phoenix **	KNXV/15	KPHO/5	KPNX/12	KSAZ/10	KUTP/45	KTVK/3		
20	St. Louis **	KDNL/30 *	KMOV/4	KSDK/5	KTVI/2	KDNL/30 *	KPLR/11		
21	Sacramento	KOVR/13	KXTV/10	KCRA/3	KTXL/40	KQCA/58	KPWB/31		
22	Orlando	WFTV/9	WCPX/6	WESH/2	WOFL/35	WRBW/55	WKCF/18		
23	Baltimore **	WMAR/2	WJZ/13	WBAL/11	WBFF/45	WNUV/54			
24	Indianapolis	WRTV/6	WISH/8	WTHR/13	WXIN/59	WTTV/4	WNDY/23		
25	Portland	KATU/2	KOIN/6	KGN/8	KPDx/49	KPTV/12			
26	Hartford	WTNH/8 *	WFSB/3	WVIT/30	WTIC/61		WTNH/8 *	WTXX/20	
27	San Diego	KGTU/10	KFMB/8	KNSD/6	XETV/6	KUSI/51	KTTY/69		
28	Charlotte	WSOC/9	WBTV/3	WCNC/36	WCCB/18	WJZY/46			
29	Milwaukee **	WISN/12	WDJT/58	WTMJ/4	WITI/6	WCGV/24		WVTV/18	
30	Cincinnati	WKRC/12	WCPO/9	WLWT/5	WXIX/19	WSTR/64			
31	Kansas City **	KMBC/9	KCTV/5	KSHB/41	WDAF/4	KSMO/62			
32	Raleigh	WTVB/11	WRAL/5	WRDC/28	WLFL/22 *	WLFL/22 *		WKFT/40	
33	Nashville	WKRN/2	WTVF/5	WSMV/4	WZTV/17	WXMT/30			
34	Columbus OH	WSYX/6	WBNS/10	WCMH/4	WTTE/28 *	WTTE/28 *			
35	Greenville/Spart.	WLOS/13	WSPA/7	WYFF/4	WHNS/21 *	WHNS/21 *			
36	Buffalo	WKBW/7	WTVB/4	WGRZ/2	WUTV/29 *	WUTV/29 *			
37	Salt Lake City **	KTVX/4	KUTV/2	KSL/5	KSTU/13	KJZZ/14			
38	Grand Rapids	WZZM/13	WWMT/3	WOOD/8 *	WXMI/17	WOOD/8 *			
39	San Antonio	KSAT/12	KENS/5	KMOL/4	KABB/29	KRRT/35			
40	Norfolk	WVEC/13	WTKR/3	WAVY/10	WTVZ/33	WGNT/27			
41	New Orleans **	TBA 1	WWL/4	WDSU/6	WVUE/8		WGNO/26		
42	Memphis **	TBA 2	WREG/3	WMC/5	WHBQ/13	WLMT/30			
43	Oklahoma City	KOCO/5	KWTU/9	KFOR/4	KOKH/25	KOCB/34			
44	Harrisburg	WHTM/27	WHP/21	WGAL/8	WPMT/43				
45	West Palm Beach	WPBF/25	WPEC/12	WPTV/5	WFLX/29	WTVX/34 *	WTVX/34 *		
46	Providence	WPRI/12	WLNE/6	WJAR/10 *	WNAC/64		WJAR/10 *		
47	Wilkes Barre	WNEP/16	WYOU/22	WBRE/28	WOLF/38				
48	Greensboro **	TBA 3	WFMY/2	WXII/12	WGH/8	WNRW/45			
49	Albuquerque	KOAT/7	KRQE/13 *	KOB/4	KASA/2	KRQE/13 *			
50	Louisville	WHAS/11	WLKY/32	WAVE/3	WDRB/41	WFTE/58			

The Top 50 markets represent 66.7 % of all U.S. television households. (Source: Nielsen Station Index Sept. 94.)

* Denotes dual affiliation. ** Denotes market with recent and/or announced affiliation changes (see Broadcasting & Cable, Dec. 5, 1994; Julie A. Zier, "Fog of War Engulfs Affiliation Battles.")

TBA 1 - 3: In New Orleans, ABC is expected to affiliate with either WGNO/26 or WNUL/38. In Memphis, ABC is expected to affiliate with either WPTY/24 or WLMT/30. In Greensboro, ABC is expected to affiliate with WNRW/45.

Source: Nielsen Station Index Nov. 94 for all markets excluding 1) recent affiliation changes (see above source Julie A. Zier) and 2) UPN and WB affiliations (see Nielsen Station Index Overnights, Jan.-Feb. 95 and Broadcasting & Cable, Jan. 2, 1995 David Tobenkin, "New Kids On the Network Block").

All Daypart Reportable commercial stations in market w/ a minimum of a 1 HH Rating, Sign-On/Sign-Off, Nielsen Station Index Nov. 94.

See Nielsen Station Index Reference Supplement for minimum requirements for local broadcast station reportability.

Figure 7

***Top 50
VHF to UHF
Established Network Affiliation Changes***

<u>Rank</u>	<u>Market</u>	<u>Affiliate</u>	<u>Was-VHF Station/Channel</u>	<u>Is-UHF Station/Channel</u>
9	Detroit	CBS	WJBK/2	WGPR/62
10	Atlanta	CBS	WAGA/5	WGNX/46
13	Cleveland	CBS	WJW/8	WOIO/19
15	Tampa	ABC	WTSP/10	WFTS/28
19	Phoenix	ABC	KTVK/3	KNXV/15
20	St. Louis*	ABC	KTVI/2	KDNL/30
29	Milwaukee	CBS	WITI/6	WDJT/58
31	Kansas City	NBC	WDAF/4	KSHB/41

* This affiliation change has been announced, but has not yet occurred.

Source: Nielsen Station Index, Household rating Sign-on/Sign-off (Monday - Sunday 6:00A-2:00A);
VHF = Feb. 94; UHF = Jan. 95 (most recent available).

Figure 8

**AFFILIATE ACCESS PROGRAMMING
MARKETS 1-50 AND 1-100**

<u>M-F, Top 50 Markets</u>	<u># of Half Hours</u>	<u>% of Total</u>	<u>All Program(s)</u>
First-Run Programming	218	73%	Wheel, Jeopardy, E.T., Inside Edition, Hard Copy, Extra, Current Affair, American Journal, Price is Right, Highway Patrol
Off Net Sitcoms*	3	1%	Coach, Roseanne, Golden Girls,
Off Fox Programming	13	4%	Simpsons, Married w/Children, Cops
Other	1	<1%	Rescue 911
Off First-Run	2	1%	Star Trek TNG
Local News	48	16%	
Network News	11	4%	
Local Programming	4	1%	
Total	300	100%	

* Grandfathered in Wilkes Barre and West Palm Beach.

<u>M-F, Markets 51-100</u>	<u># of Half Hours</u>	<u>% of Total</u>	<u>All Program(s)</u>
First-Run Programming	170	57%	Wheel, E.T., Jeopardy, Inside Edition, Current Affair, Extra, Hard Copy, Price is Right, American Journal, Highway Patrol, Top Cops, Family Feud
Off Net Sitcoms	38	13%	Roseanne, Coach, Cheers, Fresh Prince, Full House, Murphy Brown, Andy Griffith, Cosby, MASH
Off Fox Programming	12	4%	Cops, Married w/Children, Simpsons
Other	1	<1%	Rescue 911
Off First-Run	6	2%	Star Trek TNG
Local News	69	23%	
Network News	4	1%	
Total	300	100%	

Source: Nielsen Station Index, Nov. 94. All Affiliates, M-F 7:00-8:00PM (E.S.T.).

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CERTIFICATE OF SERVICE

I, Bonnie G. Eissner, do hereby certify that true copies of the foregoing **COMMENTS** were hand delivered, unless otherwise indicated below, to the following individuals on this 7th day of March, 1995:

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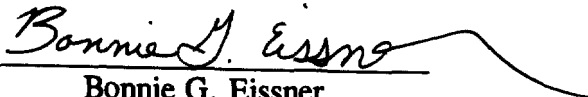
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